

# Village Spatial Transformation in The Development of Community Small Scale Economic on Tourism Activity (Case of Trisobo Village, Kendal)

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**Abstract.** The indicators of most successful tourism activities are regarded to the development of new economic activities and the better living condition of the people involved. However, many villages which try to use tourism to enhance their economic, social, cultural, and natural potentials have to pay more attention to community participation for successful effort and its sustainability. This study aimed at investigating the correlation between village natural potentialities and village economic development, and observing the effects of village tourism activities on village physical environment, economic, social and cultural changes. This study used qualitative method, and the results of this study are addressed to village local government to deal with the effects of tourism program to the village, in order to preserve its potentialities and to hinder the rapid transformation of the traditional village into urbanized area.

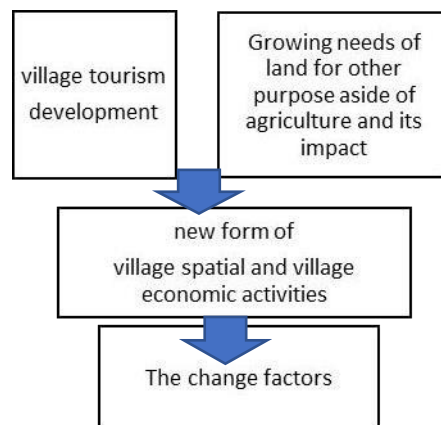
**Keywords:** spatial and economic changes, village environment, tourism development

## 1 Introduction

Trisobo is one of the villages located in Boja district, Kendal regency, Central Java. It is directly adjacent to Mijen district of Semarang City. The Mijen area has been undergoing a faster physical development, by the massive changes in land uses for urban facilities, which wipe almost all forest in the area. Trisobo has begun experiencing the same phenomenon toward urbanized area, and it has started with the development of a recreational park in the village.

The village history dated back in year 1930s with the opening of the production forest area to be settlement for the forest laborers and their families. Recently, remnants of temples were found in the village, and it has been listed as Indonesian heritage named as Trisobo temple. However, not enough attention has been given to the temple yet, and there is no further information about it either. The village administrations and community do not have the power to maintain the temple since it is under the jurisdiction of Kendal regency. The majority of Trisobo people work in farming, in the field, and in the forest, or in economic activities which are still related to agriculture. This situation has changed when the village land where they work has been used

for another purpose, that is, the development of tourist attraction called Trisobo Park or Jaya Park. The people of the village whose land was impacted did not object to the development of the park. They tried to find other jobs that were not land-bounded, mostly in secondary sectors such as small scale and home industry for processing farm product, and in tertiary sector related to village trade and services. However, their new jobs, unfortunately, did not have any relation with the development of the tourism in their village. This study attempted to find the reasons.



**Fig. 1.** Tracking the change factors.

## 2 The Theories

The theories or concepts used to understand the process and possible factors of changes in the process focused on the one that explains how tourism may develop in such condition, and the theories that help to draw the correlation between the rural and urban areas in regional economy.

### 2.1 Tourism development in regional economy

The development of tourism involves a lot of components, factors, and stakeholders that are interrelated [9]. The components include the availability of tourism services, social politics and culture, security, and environment that support the process. Tourism activities are usually about pleasure and leisure, which involves many people and products [10]. It is further stated that products in tourism are all services that serve tourist needs. In regional economic sense, the tourist needs will create many types of business, either as part of backward or forward linkage activities. However, it also brings both negative and positive impacts. Known as three elements or triple A (Attraction, Access, and Amenity), tourism products in reality are the chains of services to cater visitor needs, both in goods and services, which will use all potentialities of the area. The character of tourism business consists of labor-intensive activities and hospitality. It will induce other economic activities, or activities of other sectors such as agriculture, forestry, transportation, trade, and manufacture industry in a region.

Research was done [6] on the impact of tourism investment in Ubud, when one investor moved

by the success of tourism activities in the area and he invested funds especially for homestays development, has resulted in information on the arising transformation of local community settlement arrangement, which also brought social and economy benefits for the people involved. This situation occurred in Bali that is famous as tourism island where almost of all community member there support the tourism development programs. Other study [8], has revealed that the country's tourism policy in 2005 was given more attention to economy development and devisaaccrued than to the social cultural impact. The study has tried to show that in the process, tourismdevelopment also has social and cultural impact to the local community life changes too. The impacts can be grouped in three forms, those are: "1. Polarization of the population, 2. Breakdown of the family, 3. Development of the attitudes of consumption - oriented society...".The two studies results are useful to help in analyzing the similar case on tourism development in the other areas.

## **2.2 Village tourism development and ecotourism**

Village tourism is a form of tourism based on specific objects found in the village, and has the opportunity to be commercialized. In this term, the community participation is important to ensure the development and sustainability of tourism activities in the village, in which the village community will directly get the benefit [4]. Further concludes that CBT is the impact of local economic development to the people surrounding the tourism object. The situation has given an opportunity to the people in the area to involve as tourism entrepreneur.

In addition to the conventional tourist activities which tends to be bulk, there is alternative tourism activities emerging, defined as ecotourism which takes great care on the sustainability of tourist resources of both nature and culture, and more accountable to environment, namely responsible tourism, as an alternative to mass tourism. Defines ecotourism as a nature tour in a responsible manner for the environmental conservation and increase the welfare of local communities [3].

Tourism development has an objective known as soft tourism, which covers inviting visitors, serving in a limited place, involving many private goods and services, but not concerning about ecology [7]. When an area of ecology is concerned, it enters area of ecotourism, which gives space for community participation, appreciate local value, and develop services and goods produced by local people. In the development of ecotourism, economical aspect is important to reach the area sustainability, since the benefit of tourism activities will be trickled down to the people involved in the process. When one of the economics stakeholders is not included in the process, it may contribute to the area devastation [7].

## **3 Methods**

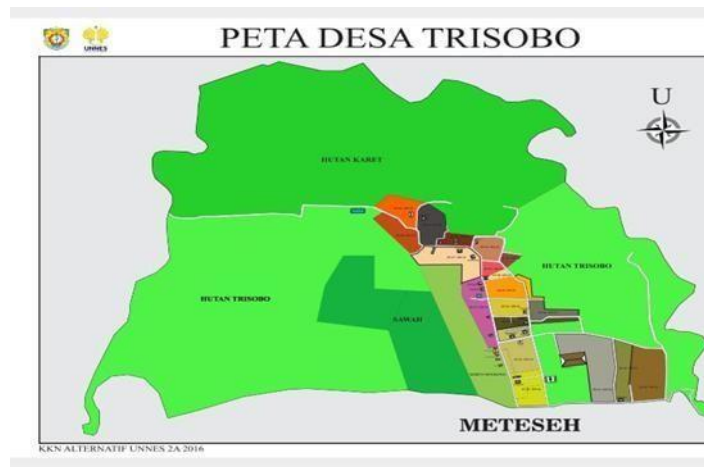
This research was conducted in Trisobo village, a forest village in Boja District, Kendal, Central Java. The research method used was qualitative and descriptive approach with the aim of describing the transformation process of the village area. The data collection techniques used in this research were observation and interview. The units studied were the land utilized for the

tourism space and for the community economic activities, in order to find a common pattern in the process, problems encountered, the causes and the solutions. Field observation was carried out on the village and the production places of small-scale economic activities. The technique analysis used was causal relation. The discussion was limited to the effort relating to the village spatial transformation process from agriculture to tourism and the changes in the people's occupations and economic activities. Unit analysis consisted of the object observed, its activities, and the area spatial arrangement. Around 20 and more informers were purposively selected from the community groups of *PKK*, *Karang Taruna*, *LMDH*, *UMKM*, selected informers from other types of workers in the village, and the member of village government, especially the head of the village (*kades*), the village office secretary (*sekdes*), and village office staff responsible for the village development (*kepala urusan* or *kaur*). One of informers was the area manager of tourism object. Some other informers were people involved in small scale and home industry. They were selected from small scale business activities in the village and those surrounding the tourism object. List of informers: -Group of village administrative staffs: *Kades*, *Sekdes*, *Kaur* (4) -Group of women organization: *PKK* (2), - Group of Youth: *Karang Taruna* (2), -Members of community surrounding forest organization or *LMDH* (2), - Group of small scale and home industry owners and workers residing in the village, consisting of village snack producers (2) batik makers (1), village goods stall owners, (1) food stall owners (2), farmers (1), animal herders (1), construction workers (2), and tourism object workers (4).

## **4 Results**

### **4.1. The development in Trisobo village**

Trisobo is located around 20 kilometers south of Semarang. Even though Trisobo is one of Kendal villages, but it is closer to and can be easily accessed from Semarang. On the contrary, Going to Trisobo from Kendal city is farther and harder because the visitors have to drive through forest areas of Kaliwungu, Darupono, and Merbuh. The Trisobo village is similar to any other villages, though, in reality, it is completely surrounded by forests. (see fig 2, the village maps). It is bordered by forest at the east, west, and north part, and Meteseh village at the south, which also serves as the entry gate to enter Trisobo area. The village has one main street only. It is a long way from the village entrance to the end of the village area, and it is down the forest. Inside the village are cafes, food stalls, some small shops, a beauty salon, a boutique shop, a music house, one office of transportation agent, some home service business. And at the end of the village area lies the Jaya Recreation Park or Trisobo Park, one main tourist attraction in the village. The park offers swimming pool, a hall for meeting, two stories hotel, a park, an area for out bond inside the park, a line of food stalls, and ATVs rental to go around the park. There was not much information available about the park which occupied almost 65 hectares of the overall village land or around 10 (ten) percentage of the village area. There was not any signpost of direction to the park, or even the park gate did not have any sign indicating the park name. It appeared that the park was only for family owners, the closed relatives of owners, or for local visitors only. The spatial situation of Trisobo village is as shown in figure 2.



**Fig. 2.** Maps of Trisobo, village surrounded by forests

#### **4.2. Village transformation progress: spatial and sectors.**

The data on the spatial transformation progress of the village were collected from the village administration on the transformation of the land use measurement over the years. Furthermore, the information on the sector composition and its product contribution changes was gathered through interviewing the community and village administration, and then trying to link between the community's new jobs or occupations and the existence of the park. The information about the reasons the people of the village were seeking new occupations was linked to the loss of land, scarcity of farming works in the village, and the opportunity to work in other villages or to the closest big city, in this case, Semarang City. There opportunities gave them other alternatives to make a living out of farming activities. The people working outside the village usually became factory workers, construction workers, or working in small minimarkets, such as Indomaret. The people who chose to remain working inside the village started their new business as village foods sellers, manufacturing farm products, or helping family business in cassava chips production. Some others started catering businesses, making batik, poultry farm, or cultivating the farmhand.

## **5 Discussion**

From many possible factors found in the field during the research, four factors were chosen as the mover of the growth of small-scale economic activities of the village. The primary factor observed was the Jaya Recreation Park. This park was thought to be able to multiply the people's economic activities in the forms of providing tourist facilities and parking service for visitors. The second was the change of land for real estate or new settlement construction. The third was the change of land function from industrial forest to horticulture and agriculture activities, such as fishery, farms, paddy fields, and the cassava fields. Some other factors that were not related directly to the change of land use on the village but had indirect impacts were the growth of physical infrastructure in the villages bordering the Trisobo village as well as in the area

outside the village but at the closest districts of Semarang city, mainly at Mijen and Ngaliyan districts, in which they experienced face development in the areas of factories, industrial estate, city level offices, national level institution for inmate correction complex, universities, malls, and many residential estates



**Fig. 3.** Trisobo Park Swimming Pool

The existence of Jaya Recreation Park did not have a significant impact on the growth of new occupations or economic activities by facilitating tourist visitors in Trisobo. The people employed in the park or as food sellers in the park were mostly outsiders from Semarang. The people of Trisobo Village were not particularly interested in visiting the park. In addition, they said some mystical phenomena occurring in the park, which made them worried of visiting the park.

The recent growth of small scale business in the village was highly triggered by the development of housing construction. There were two projects of housing in the west part of the village closed to the entry road, whose activities had real impacts on the village economic development, including the impact of life style of the people of Trisobo village. The fast development of Semarang city at the border area in the eastern and the northern parts of Trisobo had a bigger impact on the development of Boja city, including Trisobo. When the team checked maps of the area, the green color in the maps has changed to yellow and red color, indicating that the land use transformed to be non-agriculture use and more related to the village area population density.

The results of the interview analysis indicated that the village land use shifted into roads construction, real estate development activities and the development of Recreation Park at the village. However, those activities did not have significant impact on the growth of small-scale industries or home industries in the village.

The facts reveal that the change of sectors of occupation and new activities in the village were not resulted by the existence of the park and its visitors, but induced more by the new residents of the two housing clusters, that carried new life styles in the village and resulted to the new type of daily live needs different from the needs of local people. The second factor that help shifting people mindset on material goods and services was the new generation preference of foods, snacks, and outfits such as T-shirt, shoes, and event motorcycles. The young people who went to Semarang to study, and adults who went to Semarang for factories jobs, also changed their choice on goods and services, which changed the provision of goods in the village. Other dominant factors were related to the decrease in number of agriculture lands and farming works that pushed young people to go to Semarang or to work as construction workers.

According to village administrative data, around 60 percent of people still worked in the farm and were involved in the chain processing of agriculture products activities. The last-mentioned group was particularly work for food production, mainly cassava chips products. The producers have operated since 20 to 30 years ago, still in traditional production system. No change in the process, tools, or event management, no notes or buying and selling product, use family member as workers, and not concern to the profits. They said that they were very grateful to God that allowed them to keep producing.

**Tabel 1.** The Change Factor

<b>Spatial changes mover</b>	<b>Village small scale economic activities change</b>	<b>Village people Employment changes</b>	<b>Village people attitude changes</b>
Jaya Park Development of tourism activities in the village	No No direct services and product of the village to facilitate tourism activities in the park  Village product tend to be sold to the market outside the village	No No significant number of village people working at the park	No No motivation to visit the park or using the park for event, since the cost was too high for the village people
Physical infrastructure development at the border villages/ city (factories, hotel, real estate, offices, roads) and work opportunity outside of the village (Meteseh, Boja, Mijen, Ngaliyan),	Yes As a new segmentation of market for village products and for new product idea for the new resident in the village	Yes As work alternatives other than farming or traditional home industry	Yes They change their attitude to be urbanized, to fulfill to the urban work order and rules, and to catch up the new cultural development.

Source: field observation and interview 2022



**Fig. 4.** Cassava chips production place

The existence of the park and visitor entering the village did not increase their income. Their market segment was formed outside their village, for example ibu Rubiyah products filled the Boja and Kaliwungu market, ibu Tiwi products were sent to Semarang, pak Supriyanto had his product sold further to Salatiga, Magelang, Temanggung, Wonosobo, and to Demak at the east. Cafes and food stalls grew along street after the village gateways and it served the local people and the passerby needs. An important fact found in Trisobo was that the existence of Recreation Park did not have relation to the growth of new small business in the village. It could be experienced by other villages which hold position as tourism village/CBT. The tourism theories which state that tourist attraction will induce business development linkage, backward or forward, to the surrounding area, in reality did not work in Trisobo village. Apart of the possible failure of the attraction, there were other factors to grow tourism or business related to tourism industries in Trisobo, namely: people awareness and their motivation to involve in the activities.

## **6 Conclusion and Recommendation**

### **6.1 Conclusion**

The study has concluded that the shifting land use in Trisobo in fact has changed the living condition of the people in term of the change in occupation, and the new mindset on rural urban life, caused by the larger access to the village such as the new built road, the wider use of hand phone, Wi-Fi and else, that made the village people more open for outside influences. The recent situation has also impacted small scale industrial products or type of new business in the village to be similar to those at the urban area. However, some old village businesses still operated traditionally. Regarding to the tourist attraction in the village, the Jaya Park, in reality no one of the new business can be related to the recreation park. This phenomenon is against the tourism development concept, which tells us that every attraction will multiply many new small businesses at the area to serve the visitors. It is one of rare unsuccessful story of tourist attraction development. The disruption of the concept is caused by natural or social disaster, but in Trisobo it may relate to the character of the local people.

## 6.2 Recommendation

The recommendation is directed more for the developing tourism attraction at Trisobo whether it is built by an investor, an outsider, or by the village administration, that in the planning process is better to invite first the whole local community to inform them about the plan, to identify the village potentialities, and to give wider chance to the community to assert their ideas. Secondly, the village tourism activities have to be suitable to the village environment physically and socially. For the forest village like Trisobo, the attraction recommended is not in the form of a resort or recreation park, but a camping ground, or outdoor facilities, and the accommodation may take the traditional house in the village. The goals are to make the local people familiar to the tourism industry, involved, and get the benefits of the tourism activities in their village. Finally, Trisobo may still in the mid of rural urban transformation, and the tourism recreation park exists there can be the trigger and tool for educate people about what is forest village, housing and recreation look like. In the future, may the park be out of date or still relevant to the local people need, is still undefined since the development progress in the area is still in progress.

## Acknowledgment

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